

Table 25a

Importance of IT goods and services for increasing speed-to-market capability, by selected company characteristics and innovation status: 2001

(Frequency)

Characteristic	Total	Importance			Nonresponse
		No or little	Moderate	Great	
All companies.....	72,400	15,700	29,500	26,800	S
IT.....	9,700	1,100	3,800	4,700	S
Manufacturing.....	3,000	600	1,200	1,200	S
Communication.....	1,600	200	600	800	S
Computer related services.....	5,100	400	2,000	2,700	S
Non-IT.....	62,700	14,600	25,700	22,100	S
Manufacturing.....	39,300	9,000	16,900	13,300	0
Transportation & public utilities.....	8,500	2,900	2,800	2,800	S
Finance, insurance & real estate.....	11,900	2,000	4,800	4,900	S
Engineering & AAB services.....	2,900	700	1,200	1,100	S
By revenue size					
\$2.5M to \$4.9M.....	26,500	6,200	11,000	9,200	S
\$5M to \$9.9M.....	17,800	3,200	7,600	6,900	S
\$10M to \$24.9M.....	16,100	4,400	5,600	6,100	S
\$25M to \$50M.....	6,000	S	2,800	2,000	S
Above \$50M.....	5,900	S	2,600	2,600	S
Innovators ¹	34,400	3,700	13,700	16,700	S
IT.....	7,000	400	2,700	3,800	S
Manufacturing.....	1,500	S	600	800	S
Communication.....	1,200	S	400	700	0
Computer related services.....	4,300	S	1,700	2,400	S
Non-IT.....	27,400	3,300	11,100	12,900	S
Manufacturing.....	15,300	S	6,300	7,500	0
Transportation & public utilities.....	3,700	800	1,300	1,500	S
Finance, insurance & real estate.....	6,900	S	2,800	3,200	S
Engineering & AAB services.....	1,500	200	700	600	S
By revenue size					
\$2.5M to \$4.9M.....	11,400	1,400	4,200	5,700	S
\$5M to \$9.9M.....	8,100	500	3,700	3,900	S
\$10M to \$24.9M.....	7,700	1,100	2,500	4,000	S
\$25M to \$50M.....	3,500	S	1,500	1,500	0
Above \$50M.....	3,700	S	1,800	1,700	S
Noninnovators ¹	37,000	11,600	15,500	9,700	S
IT.....	2,600	700	1,100	900	S
Manufacturing.....	1,500	400	600	400	S
Communication.....	400	S	200	100	S
Computer related services.....	800	S	300	S	0
Non-IT.....	34,300	10,900	14,400	8,800	S
Manufacturing.....	23,500	7,200	10,500	5,800	0
Transportation & public utilities.....	4,600	2,100	1,400	1,100	S
Finance, insurance & real estate.....	4,800	1,200	2,000	1,500	S
Engineering & AAB services.....	1,400	500	500	400	S
By revenue size					
\$2.5M to \$4.9M.....	14,400	4,500	6,500	3,300	S
\$5M to \$9.9M.....	9,500	2,700	3,900	2,900	S
\$10M to \$24.9M.....	8,400	3,200	3,100	2,000	S
\$25M to \$50M.....	2,500	S	1,200	S	S
Above \$50M.....	2,200	S	S	S	0

¹ Breakdowns by innovation exclude 32 cases, representing 1,100 companies, in which innovator status could not be determined. To be classified as an innovator, the company had to indicate that it had developed a product or process in the past 12 months or believed it would develop a product or process in the next 12 months as a result of IT-based innovation. The survey was conducted during the period July 2001–April 2002.

KEY: IT=information technology; AAB=accounting, auditing, bookkeeping; S=suppressed for reasons of reliability due to receiving less than 20 responses

NOTES: Responses are to question 7e: "On a scale of 1 to 10, where 1 is not at all important and 10 is extremely important, please rate the importance of IT goods and services for increasing your company's speed-to-market capability?" The category "No or little importance" represents a response of 1, 2, or 3 to this question. The category "Moderate importance" represents a response of 4, 5, 6, or 7 to this question. The category "Great importance" represents a response of 8, 9, or 10 to this question. Total nonresponse consists of item nonresponse and don't know responses.

IT is defined as the hardware and software that support the production or use of computer-based information systems, the infrastructure necessary to access such information systems, or data processing services. Companies are classified as IT or Non-IT based on their 4-digit SIC number. IT Manufacturing includes companies with SICs of 3571-3579, 3651, 3661-3679, 3695, 3823-3826. IT Communication includes companies with SICs of 4812-4822, 4832, 4833, 4841-4899. IT Computer related services includes companies with SICs of 7371-7379. Non-IT Manufacturing includes companies with SICs of 2011-3569, 3581-3648, 3652, 3691-3694, 3699-3822, 3827-3999. Non-IT Transportation & public utilities includes companies with SICs of 4011-4231, 4412-4789, 4911-4971. Non-IT Finance, insurance & real estate includes companies with SICs of 6011-6036, 6081-6153, 6159, 6162-6799. Non-IT Engineering & AAB services includes companies with SICs of 8711, 8721.

SOURCE: National Science Foundation, 2001 Information Technology Innovation Survey.